

Comprehensive Plan Committee
Wednesday August 5, 2015

Present:

Chairman Brumleve
Ray Clifford
Joe Lippolis
Paul Doyle (arrived at 8:30 p.m.)
Ann Gallelli, Village Board Liaison
Laura Fallon (absent)

1. Chairman Brumleve called the meeting to order at 7:30 p.m.

2. Approval of Minutes

Chairman Brumleve added comments and revisions to the draft minutes of July 1, 2015. The minutes will be reviewed by the committee and approved at the next meeting.

3. Comprehensive Plan Discussion

Mr. Clifford expressed his frustration about the difficulty of moving forward specific actions in a timely way. He asked what other committees or boards might be responsible for implementation.

Chairman Brumleve stated that the issues discussed such as signage, code enforcement, architectural consistency, historical sites, and cultural destinations all lead to economic vitality. These specific recommendations are all drivers for enhanced marketing and public awareness. Chairman Brumleve stated that it was necessary to identify opportunities for the village to lead marketing activities and that the village should retain a media/marketing consultant to market what the village has to offer.

Mr. Lippolis asked who would take the lead in moving projects forward; he noted that there could be a good idea written into the Comprehensive Plan, but that the idea might not be implemented for another ten years, and the window of opportunity to move forward would be lost.

Ms. Gallelli stated that with the consent of the Village Board at the time, any given project in the Comprehensive Plan has the force of law.

Mr. Clifford suggested that maybe there could be a "fast track" committee whose goal is to implement some of the recommendations in the Comprehensive Plan.

Ms. Gallelli said that the Comprehensive Plan Committee could include as one of its recommendations the creation of a "fast track" process. She asked if the Comprehensive Plan Committee was ready to talk to the Village Board.

Chairman Brumleve responded that the committee had not yet distilled all of its ideas regarding the revisions of the Comprehensive Plan; Ms. Jackson suggested that although a lot of time had been spent on signage, there were other equally important issues in the Comprehensive Plan.

Chairman Brumleve said that signage was the “low hanging fruit” which shows something is getting done, however, the recommendations should be in the context of updating the Comprehensive Plan. Mr. Clifford asked whether the committee could both continue with the Comprehensive Plan update but, at the same time, set up a brainstorming session with other village committees to consider implementing signage changes. Ms. Gallelli stated that if everyone agreed to put signage in the update, the committee could pursue it and make a presentation to the Village Board.

Chairman Brumleve summed up the next steps with respect to the signage goal: Mr. Clifford would take the lead on the signage presentation, and after initially presenting to the Comprehensive Plan Committee, the Planning Board, the VEB, and the Village Board would be invited to participate. Mr. Clifford stated that the presentation would identify opportunities for signage in Croton, share what other villages have done, and then set forth the next steps for the village to take for implementation. Mr. Clifford stated it would be a business presentation in which objectives are stated, a question and answer period to follow, and then conclude with the next steps for implementation.

Chairman Brumleve stated that there were other topics that needed work in the Comprehensive Plan. He noted that there were over thirty citations that had been included in the 2003 comprehensive plan—some have been accomplished and others not. He distilled the topics into three areas: 1) updating village identity (assets, heritage, way finding), 2) commercial destinations (Upper Village, Harmon, North Riverside areas) and addressing traffic, parking and pedestrian access, and code enforcement, and 3) visual character (signage, architectural quality, improvements in public domain such as lighting, utilities, storefronts and streetscapes).

Ms. Gallelli asked whether it would be useful to get BFJ involved; Chairman Brumleve stated he had reached out to Frank Fish and expects to hear from him about availability of funding sources, BFJ’s assistance with the publication of the updated Comprehensive Plan and assistance with public outreach, and parking and traffic recommendations.

Ms. Jackson asked if the committee needed to revise the entire Comprehensive Plan. Chairman Brumleve responded that he envisioned an updated document with an addendum or introduction, and an annotated list of specific actions that support larger goals. There was no need to replicate the entire plan. Mr. Lippolis stated that the update should be kept simple with achievable goals. Chairman Brumleve stated that the committee was updating the plan for current times.

Chairman Brumleve noted that parking is very important and mentioned that BFJ had parking expertise. Chairman Brumleve and Mr. Lippolis both noted that there might be public funding mechanisms and grants available to achieve some of the parking goals. The committee members agreed that it was important to revisit parking and traffic issues. Mr. Lippolis noted that addressing traffic flow would increase parking possibilities.

Chairman Brumleve set September 9th as the date for the next Comprehensive Plan Committee meeting. Mr. Doyle suggested that the recommendations for updating the comprehensive plan be as concrete as possible and that the committee should focus on areas that can be changed such as: architectural

consistency, signage, and code enforcement. He suggested that the committee think of five or six concrete achievable goals. Chairman Brumleve stated that the committee members must read the comprehensive plan for the next meeting.

The meeting was adjourned at 8:35 p.m.

Respectfully submitted,

Ronnie L. Rose
Secretary to the Comprehensive Plan Committee